

Policy CS10 - Priorities for Irby, Thingwall, Pensby, Heswall and Gayton

The overall strategy to promote sustainable development in Settlement Area 7 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool, Chester and North Wales;
2. Safeguard and enhance the vitality and viability of Heswall as the main convenience and comparison retail, office and service centre for the Area;
3. Safeguard and enhance the vitality and viability of Irby Village as the focus for neighbourhood level shops, services and community facilities to serve everyday needs;
4. Preserve and enhance the character and appearance of the Conservation Areas at Heswall Lower Village and Gayton and the setting of other designated and un-designated heritage assets;
5. Maintain and enhance access to the coast and to the major natural and semi-natural open spaces at Heswall Dales, Thurstaston Common, Arrowe Country Park and the Wirral Way and other open space, while maintaining and enhancing the national and international importance of the foreshore and their value for landscape, biodiversity and geodiversity;
6. Increase the provision of allotments and facilities for children and young people and outdoor sports, to meet local needs;
7. Reduce the risk of flooding from the Arrowe Brook in Irby and surface water;
8. Monitor and manage traffic flows to promote sustainable transport; and maximise highway efficiency on routes through Heswall Town Centre and towards Birkenhead and the M53 Motorway;
9. Support greater use of the Bidston-Wrexham 'Borderlands' railway line; and
10. Maintain the physical separation and local distinctiveness of Irby, Barnston, Thurstaston and Landican.

- 15.1 Settlement Area 7 comprises the commuter settlements of Irby, Thingwall, Pensby, Heswall, Gayton and the urban parts of Barnston. Areas that pre-dated the suburban expansion of Heswall, including the Lower Village and the small township based around the manorial estate of Gayton Hall, are designated as Conservation Areas and parts of the Area are subject to density and design guidelines, to preserve the character of large family houses set in extensive, well-treed grounds.